NOV 11

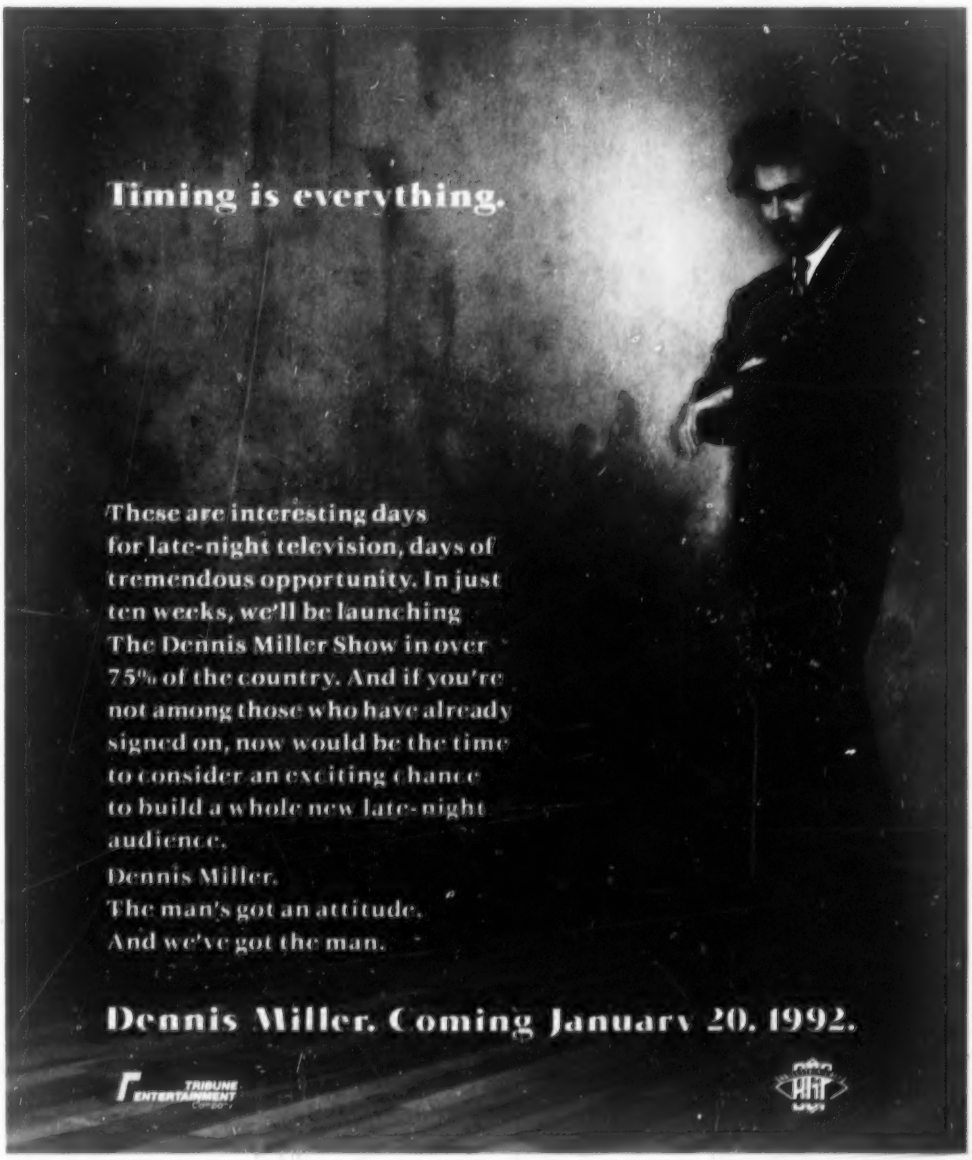
Broadcasting

FIRST IN TELEVISION RADIO CABLE SATELLITE

❑ THE LIFE AND HARD TIMES OF TV NETWORKS /3

❑ S.12 COMES TO A BOIL IN THE SENATE /7

❑ AS MCCLUGGAGE SEES IT: THE VIEW FROM PARAMOUNT /20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RADIO BUSINESS '92
Trying to Hold the Bottom Line

At Deadline

NBC IN FRONT IN SWEEPS

'The Gambler' helps the network to an early lead in the November ratings race. CBS is in second. *See page 10.*

LICENSES CHALLENGED IN CAROLINAS

NAACP is challenging TV license renewals for three North Carolina and one South Carolina station. In its petition to deny, NAACP said WFCT-TV Fayetteville, WGGT-TV Greensboro, WNRW-TV Winston-Salem, all North Carolina, and WTGS-TV Ridgeland, S.C., had "no more than token employment of blacks and other minorities [and] do not appear to be operating under meaningful EEO programs."

BUENA VISTA, TBS TALKING 'EMPTY NEST'

Buena Vista Television signed its first *Empty Nest* off-network deals last week, which leaves open the door for a possible deal with superstation WTBS(TV) Atlanta.

NEWS DEPARTMENTS

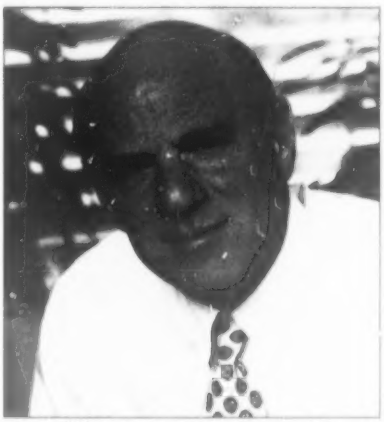
Business 66
Cable 35
Radio 39
Technology 63
Television 20
Top of the Week 3
Washington 56

FEATURE SECTIONS

Advertising/Marketing 70
Bicoastal 28
By the Numbers 84
Changing Hands 72
Closed Circuit 18
Datebook 74
Editorials 98
Fates & Fortunes 92
Fifth Estater 91
For the Record 85
In Brief 96
Monday Memo 95
Open Mike 76
Ratings Week 34

plans to expand to seven nights in prime time, and has plans to branch out to other dayparts as well. "We're correctly structured and positioned to grow and diversify," he said.

But cutting costs will get the networks only so far. Depending on whom you talk to, 70% to 80% of a



Fox's Diller: "To some degree, [the networks] are an endangered species."

network's costs are tagged to program development. That means networks have to figure out ways to boost revenue, which is why they have lobbied hard (with only limited success) to abolish the financial-interest and syndication and cable cross-ownership rules.

"The playing field isn't remotely level," said Howard Stringer, president, CBS/Broadcast Group. "On the one hand we've been written off so many times, and on the other, we're perceived as these all-powerful entities. They can't have it both ways," said Stringer.

It's no wonder the networks hope to tap more lucrative businesses in the future, because just about everybody agrees that the high-margin, double-digit-growth days of the core business, advertising sales, are long gone.

County NatWest network analyst John Tinker said a key question the networks will grapple with in the next six to nine months is whether advertising lost to direct marketing and promotion strategies is a temporary blip or a permanent loss. "Advertising revenues aren't growing anymore. What we don't know is: will people be advertising less on the network if the economy does come back?"

"I've heard that question raised before," said Jerome Dominus, senior vice president and director of network negotiations at J. Walter Thompson. "My sense is it's temporary. I think the swing to promotion has gotten so deep that people are re-evaluating that out of a realization that they're buying the business and not building the brand."

Added Julie Friedlander, senior vice president and director of national broadcast negotiations, Ogilvy & Mather: "I can't say I see any evidence of cutting back," on a per-brand basis. [Clients] have a certain reach objective. Are they advertising as many brands? No."

Pier Mapes, president of NBC Television Network, said last week he has seen some encouraging signs in the sales picture, including fourth-quarter pricing that is at the upfront level, as well as a rebounding to "normal" levels (1989-90) of the number of advertisers exercising their first-quarter options. "I haven't been this encouraged in five quarters," said Mapes.

Mapes also said it was premature to say the worst was behind the networks. "But there are some bellwether indications of a new base building." Like CBS's Stringer, Mapes said it

CBS's Stringer: "The [TV network] playing field isn't remotely level."

was critical to the networks' future health to build additional revenue streams. "The cost of our product can't be covered by advertising alone," he said. "The courts have to look at fin-syn. We need more relief. It's a question of survival."

And while the networks have an eye on other businesses, others have an eye on scooping up vulnerable network dayparts, such as daytime and

late night. "We clearly benefited from NBC's returning an hour of daytime to the affiliates," said Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution, which launched the *Jenny Jones* daytime talk show this season.

Close to 50% of the stations that picked up that show are NBC affiliates, said Carlin. "We are looking for opportunities to further precipitate that [network] retrenchment."

"A lot of people have a vested interest in our survival," said CBS's Stringer. "Including the studios, advertisers and affiliates. Television would be a poorer place without us." ■

TELEVISED TALE OF WOE FAILS TO MOVE ABC AFFILIATES

By Geoffrey Foisie

By more than 3-1 the ABC TV network affiliates last week opposed that network's push to own cable systems. The opposition was reiterated despite a personal televised appeal by Capital Cities Chairman Tom Murphy and Chief Executive Officer Dan Burke, asking affiliates to "at least be neutral" on the controversy. Included in the closed circuit presentation was a rare official detailing of costs and profits at the ABC television network.

Murphy emphasized his dismay at affiliate opposition and added he was "really upset" that the affiliate board had encouraged the NAB to take a stand on the issue (the NAB board voted to oppose any change in the rule). Some ABC executives did not object to the impression that it internally debated quitting the NAB. A Capital Cities/ABC spokesperson said: "We are always looking at our membership in various

This Week

BAD SIGNALS / 3
Called by some "an endangered species," network television has never been more troubled. The three-network earnings figure is in the loss column for the first time ever, and financial experts say new revenue sources, not cost cuts, are key.

CABLE 'TROJAN HORSE' / 7
On the eve of debate on the S.12 cable reregulation bill, Senate Republicans, with administration backing, plan to introduce a substitute that waters down the rate restrictions but keeps retransmision consent intact. The goal, S.12 backers say, is to deflect enough support from S.12 to make it vulnerable to a veto.

MCCLUGGAGE: PACKING VALUE / 20
In his role as Paramount's new TV production head, Kerry McCluggage is charting a "more is better" approach. The answer to TV's financial woes, he says, is not making shows for less money; rather, it's hewing to high production values "that make shows valuable in all markets of the world."

RADIO '92 / 39
In a BROADCASTING special report, operators, station managers and rep firms look at radio's 1992 prospects. Their conclusions: the Olympics and election-year buys won't produce many bottom-line ripples, but in these tough times flat will do nicely.

NEW FACE OF STATION REVENUES / 70
Beginning a new series on how local TV stations are boosting hometown sales.

McCluggage at Paramount (p.20)

HILL TAKES UP LICENSE / 56
Congressional review of compulsory license is underway, but the drive for repeal, which picked up steam last month with big broadcaster and cable endorsements, may stall for a while if Congress throws the issue back to the competing parties.

AFFILIATE OWNERSHIP / 66
The prospect of affiliate ownership of the networks, raised most recently when CBS encouraged a top-to-bottom review of the network-affiliate relationship, may arise when group owners and CBS executives meet Wednesday.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week ✓ Oct 28-Nov 3

	ABC	CBS	NBC	FOX
MONDAY	14.6/22	15.6/24	14.5/22	6.1/9
8:00	67. MacGyver 9.1/14	11. Major Dad 16.3/24	29. Saturday Night Live Halloween Special 13.7/21	88. Fox Night at the Movies—Frankenstein: The College Years 6.1/9
8:30		28. Last Halloween 13.6/20		
9:00	12. NFL Monday Night Football—L.A. Raiders vs. Kansas City Chiefs 16.2/28	8. Murphy Brown 17.8/26	16. NBC Monday Night Movies—She Says She's Innocent 15.0/23	
9:30		12. Designg Wmn 16.2/24		
10:00		18. Northern Exposure 14.9/25		
10:30				
TUESDAY	16.7/27	12.4/20	12.9/21	NO PROGRAMING
8:00	9. Full House 17.7/28	36. Rescue: 911 12.5/20	49. I'll Fly Away 11.4/18	
8:30	7. Home Improvemt 17.9/28			
9:00	2. Roseanne 23.1/35	37. CBS Tuesday Night Movie—Locked Up: A Mother's Rage 12.4/20	27. In the Heat of the Night 13.9/21	
9:30	3. Coach 19.8/30			
10:00	54. Homefront 10.7/19		29. Law and Order 13.5/24	
10:30				
WEDNESDAY	11.1/18	11.3/18	14.0/23	NO PROGRAMING
8:00	38. Dinosaurs 12.3/20	57. Royal Family 10.2/16	5. Unsolved Mysteries 18.2/29	
8:30	31. Wonder Years 13.4/21	62. Gr Pumpkin, Ch Br 9.8/15		
9:00	22. Doogie Howser 14.5/22	42. Jake and the Fatman 12.0/19	33. Night Court 12.9/20	
9:30	57. Sibs 10.2/16		42. Seinfeld 12.0/19	
10:00	66. Anything But Love 9.2/16	44. 48 Hours 11.8/21	50. Quantum Leap 11.2/20	
10:30	83. Good & Evil 7.0/13			
THURSDAY	8.9/15	10.3/17	15.5/26	10.7/17
8:00	71. Pros and Cons 8.6/14	60. Top Cops 10.1/17	19. Cosby 14.8/25	39. Simpsons 12.1/20
8:30			24. A Diffnt. World 14.3/23	68. Drexell's Class 9.0/15
9:00	76. FBI: Untold Stories 8.1/13	69. Trials of Rosie O'Neill 8.9/14	4. Cheers 19.3/30	53.Beverly Hills 90210 10.9/17
9:30	65. American Detect. 9.3/15		15. Wings 15.1/24	
10:00	64. Primetime Live 9.5/17	44. Knots Landing 11.8/21	21. L.A. Law 14.7/26	
10:30				
FRIDAY	12.9/23	8.1/15	8.5/15	5.0/9
8:00	24. Family Matters 14.3/25	80. Rescue: 911 7.7/14	63. Matlock 9.7/17	87. America's Most Wanted 6.2/11
8:30	35. Step By Step 12.6/22			
9:00	55. Perfect Strngrs 10.6/18	52. Carol Burnett Show* 11.0/19	74. Flesh 'n' Blood 8.3/14	95. Ultimate Challenge 3.8/7
9:30	56. Baby Talk 10.3/18		76. Real Life/J. Pauley 8.1/14	
10:00	19. 20/20 14.8/28	90. Palace Guard 5.7/11	80. Reasonable Doubts 7.7/15	
10:30				
SATURDAY	7.9/14	10.9/19	11.9/21	5.9/10
8:00	82. Who'stheBoss? 7.6/13	39. CBS Saturday Movie—Crocodile Dundee II 12.1/21	34. Golden Girls 12.7/22	84. Cops 6.9/12
8:30	74. Growing Pains 8.3/14		60. The Torkelsons 10.1/18	79. Cops 2 7.8/14
9:00	78. The Commish 7.9/14		16. Empty Nest 15.0/26	93. Totally Hidden Video 4.9/8
9:30			32. Nurses 13.1/23	94. Best of the Worst 4.0/7
10:00		73. P.S. I Luv U 8.4/16	57. Sisters 10.2/19	
10:30				
SUNDAY	12.4/19	17.2/27	13.2/20	8.1/12
7:00	44. Life Goes On 11.8/18	1. 60 Minutes 23.3/36	92. Adv Mark & Brian 5.3/8	86. True Colors 6.4/10
7:30			89. Eerie, Indiana 5.8/9	85. Parker Lewis 6.5/10
8:00	14. Am Fun Home Vid 15.7/23	10. Murder, She Wrote 16.7/24	51. Unsolved Mysteries 11.1/16	39. In Living Color 12.1/18
8:30	26. Am Fun People 14.0/20			72. Roc 8.5/12
9:00	48. ABC Sunday Night Movie—False Arrest, Pt. 1 11.5/18	23. CBS Sunday Movie—The Rape of Dr. Willis 14.4/23	6. NBC Sunday Night Movie—The Gambler Returns: Luck of the Draw Pt. 1 18.0/28	44. Married w/Childn 11.8/17
9:30				70. Herman's Head 8.8/13
10:00				91. Sunday Comics 5.5/9
10:30				
WEEK'S AVGS	12.1/20	12.5/20	12.9/21	7.3/12
SSN. TO DATE	12.0/20	14.4/24	12.6/21	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE)

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

THE COMPLICATED WORLD OF MEDIA BROKERING

Tightening economic conditions have forced brokers to offer new services

By John Gallagher

The words "tedious," "frustrating" and "complicated" came up repeatedly when media brokers answered the question, "How has brokering changed compared to two years ago?" Behind their responses were a drop in cash flow multiples, tight credit and lack of equity.

"You need a series of approvals on the creditor side, and there's a lot more bureaucracy," said Jim Blackburn of Washington-based Blackburn & Co., talking about restructured deals in particular. "The participants aren't having as much fun."

That's because the participants are now likely to be a lending bank under pressure from regulators to write off a defaulted loan or sell to a new buyer, and buyers who are aware that "this is bargain time," in the words of broker Ray Rosenblum of Pittsburgh, and are trying to exploit this leverage to the fullest. The result: deals today are taking two to three times longer to close than they did in 1988, according to media broker Star Media Group Inc.

The increased difficulty in putting together a deal these days cuts across all broker demographics; it's felt by large and small shops—shops that offer their own financial services, as well as those that focus primarily on putting together buyer and seller—and brokers based in all parts of the country. Most brokers are working harder to meet the challenge; it is the way they operate their business that differs, and depending on whom you talk to, there is divided opinion on which way works best.

"Bigger shops are now required to offer more services, out of necessity and in response to the types of deals that are now coming through," said Peter Handy of Star Media. In restructures, Handy said, a one- or two-person shop might say: 'Let's sell some assets,' whereas a larger shop with access to more capital and consulting services would be in a better position to help restructure a deal.

Larger firms also are more likely to have the time and manpower to print newsletters and auxiliary information on the industry. For example, Elliot Evers of Media Venture Partners drew up "Workouts and Creative Financing for the Troubled Station," which outlines one way deals are getting done:a bank may be willing to stay in a sale for part of the equity, and roll over the note to a new buyer.

The size of the firm, however, does not necessarily dictate the size of the deal; broker Gary Stevens, of Gary Stevens & Co., basically a one-man operation, brokered the $15.1-million sale of KKWM(FM) Dallas, approved by the FCC in January. A former group owner and current owner of WOMG-AM-FM Columbia, S.C., Stevens was named receiver in July for a group of eight radio stations. The receivership, he said, "enables me to use a skill level I haven't used in a while." With more and more radio station sales being distress sales, receiverships have become commonplace, and a broker with experience in the operation side of the business, who is appointed receiver by a court, will have a head up.

In a station-trading market that has been characterized by industry observers as having at most half the equity pool it had at its peak in the mid- to late '80s, are larger brokers more inclined to take on a smaller market or lower-priced listing than usual? "Absolutely," said Hugh Ben La Rue, president of H.B. La Rue, Media Brokers, who operates with a minimal staff, but is used to brokering $5-million-plus deals. Tim Menowski of Media, Mergers and Acquisitions, and recently elected president of the National Association of Media Brokers, agreed that "brokers are aggressively looking at deals that were 'beneath' them" two years ago.

But that's not to say brokers will take any station they can get their hands on. "We're very careful as to

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WILLIAM BENTON FELLOWSHIPS IN BROADCAST JOURNALISM
THE UNIVERSITY OF CHICAGO

Brokers "aren't having as much fun," says one. From left: Gary Stevens, Peter Handy, Mark O'Brien, Richard Foreman, Ray Rosenblum.

what listing we'll accept," said Don Bussell of Questcom Radio Brokerage. Like other brokers, Bussell said he makes sure a sale has an excellent chance of closing. "A buyer has to show me that he's got 30% to 50% equity going into the deal," he said.

Larger brokers dipping below the level of their traditional "meat and potatoes" deals don't seem to affect the small-market brokers. Low overhead, a feel for the economics of a particular region and a knowledge of the internal operations of stations below the top 100 markets all contribute to there being a niche, even in the present climate, for those working smaller deals.

Bill Whitley, owner of Whitley Media, can see Star Media's office out his office window in Dallas. But he says the proximity of Star, which represents top market deals on a national level, doesn't affect his business; he concentrates on stations in Texas and in the Southwest. Broker Ray Rosenblum, whose business usually comes out of Pennsylvania, New York and West Virginia, believes the economy today exerts more pressure on the larger brokers with regional offices, while working in a particular region breeds familiarity and cuts down on travel. "I like to be home," he said.

Brokers have been doing more appraisals, dealing more with the courts, and are now testing the waters of the local marketing agreement (LMA). Although some see the LMA as a viable alternative to receivership or bankruptcy, others are more hesitant. From what Richard Foreman of Richard A. Foreman Associates can estimate so far, "They're more of a Band-Aid approach than a final solution, [because] you have a property in a market that is already over-radioed with severe [format] fragmentation." Mark O'Brien of R.C. Crisler & Co. Inc. agreed: "If the basic problem is too much competition in the market, then an LMA will not help."

Co-brokered deals, which are done even in boom times, are a way brokers can cope in a more competitive marketplace. Great American Communications Co.'s $54-million sale of WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis to Frank Wood's Broadcast Alchemy, the largest radio deal so far this year, was co-brokered by The Mahlman Co. and Jorgenson, Chapin and Co. Bob Mahlman Jr. said that in a co-brokered deal, a seller has twice the resources working to find a qualified buyer. Although brokers will always try to get an exclusive listing, most will never rule out co-brokering.

Brokers say today's market is a more "challenging" and "interesting" environment in which to work. Yet, one broker also said that "brokers are either getting out or condensing operations." As one broker put it: "This is not the time to be hanging out a shingle." ■

HOW TOP BROKERS ARE FARING

Closed Radio Station Deals and Total Value, 1989-91

(In millions of dollars)

Broker	1989	1990	1991
Blackburn	35 □ $218.3	13 □ $109.4	10 □ $57.8
Gary Stevens	7 □ $122.0	4 □ $27.4	2 □ $22.3
Media Venture Partners	12 □ $74.0	8 □ $29.6	13 □ $40.9
La Rue	6 □ $46.8	7 □ $57.5	4 □ $29.2
Kalil & Co.	8 □ $21.1	4 □ $34.3	3 □ $10.0
Star	N/A	N/A	3 □ $41.7

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group owner that has increased its local sales staffs over the last five years. According to Jack Shenkan, director of sales marketing, Hearst Broadcasting, the group owner has marketing directors at all their stations, which was not the case five years ago. Also, he added, the local sales manager has "become much more important than the national sales manager has over the last five years." At Hearst, he said, local revenues have gone from 44% of the business to 49%, while national has fallen from 56% to 51%.

Control over revenue stream is important to local broadcasters, even though local economies can be more volatile than the national economy, said Dave Butterfield, president, Butterfield Communications Group, a management consulting firm: "...the local advertising market is [currently] worse than the spot market, at least in certain areas of the country. Retailers are far more likely to cut back, as a rule, on ordering merchandise, if they sense a poor season, than national advertisers, who tend to be relatively steady."

Broadcasters are still fighting the same problem that plagues national advertising: declining viewership. As has been well documented, the growth of cable, the videocassette recorder and independent television stations have fragmented the television audience to the point where, on any given night, only 60% of the country watches the three traditional network affiliates. The typical total day share for a network affiliate has fallen, according to Nielsen, from a 74 in November 1981 to a 56 in November 1990. To fight that trend, many broadcasters have come to the conclusion they need to sell more than ratings points.

Advertisers also came to the same conclusion: because of declining viewing, they were in a better position to get more than just spots from local broadcasters. Thus, the term "value added" was born. While some broadcasters say they always had value-added deals, others claim it is a recent phenomenon.

In short, a value-added package means selling an advertiser more than just spots. A value-added arrangement can be simple, such as a billboard sponsorship of a section of the news, to something more complex, like an elaborate promotional effort.

"It is more than billboards today," said Rick Henry, general sales manag-

WHO THEY ARE: THE SALES STAFF OF TODAY

The typical salesperson at a television station in markets 1-99 is a 36-year-old woman who has been in the business six years, has been with her current station six years, is a college graduate, is one of eight salespeople and will likely stay with the station another six years. This profile comes from a survey conducted by University of Missouri School of Journalism professor Charles Warner and student James Spencer and is sponsored by the Television Bureau of Advertising and the Radio Advertising Bureau.

In markets 100+, the survey said, the typical salesperson is a 36-year-old man who has been selling for five years, has been with his current station five years, went to college, is one of six salespeople and will probably stay with the station for three-and-a-half years.

The typical television general sales manager in markets 1-99 is a male, age 42 with six years in the job and eight years with the company and is likely to be a college graduate.

Television stations, the study said, reimburse salespeople for expenses at a higher level than radio stations do. Television stations also are "less likely to have formal recognition programs and to use incentive payments for non-sales personnel than radio stations." Television sales executives also have fewer staff meetings during the week than do radio sales executives.

Sales staff turnover rates in television are lower than in radio. According to the study, "In general, television salespeople are more satisfied and professionally oriented than radio salespeople and are somewhat more sophisticated."

Television stations are not promoting minorities into sales management jobs in anywhere near the ratio they are hiring them as salespeople, the study said.

In salary, television pays mid-level salespeople 46% more than service industries. Most stations pay on a straight commission system, although television is more likely than radio to use a salary-plus-commission compensation plan.

With regard to other service industries, however, the television industry is "out-of-step with other industries in terms of its compensation practices." Broadcasters, the study said, should probably look for more effective ways to pay their salespeople.

TV stations are, according to the study, twice as likely to have the traffic manager report to the general sales manager as radio stations are. -30-

TV SALES STAFF PROFILE

	Markets 1-99	Markets 100+	All Markets
No. of Salespeople	8	6	7
% Female	50%	30%	39%
% Turnover	17%	28%	21%
% Minority	13	*	6
Average Age	36	36	36
Years in Job	6	5	5
Years With Co.	6	5	5

Compensation

	Markets 1-99	Markets 100+	All Markets
Top salesperson	$80,000	$52,000	$70,000
Middle salesperson	$51,000	$33,000	$45,000
Bottom salesperson	$30,000	$19,000	$26,000

*Less than 1%

Source: Survey conducted by University of Missouri School of Journalism and sponsored by the Television Bureau of Advertising and the Radio Advertising Bureau.

CBS TO SPIN OFF ST. LOUIS FM

To clear the way for its acquisition of WCCO-AM-TV-WLTE(FM) Minneapolis, CBS put its KLOU(FM) St. Louis on the block last week.

CBS's decision reflects settlements with two groups—the NAACP and Telecommunications Research and Action Center—that had objected to the Minneapolis deal at the FCC on grounds they violated the FCC rules prohibiting broadcasters from owning more than 12 FM stations and from owning an AM and TV in the same market. CBS, which now owns 12 FM's, had asked the FCC for waivers of the rules.

CBS has agreed to pay Midwest Communications $200 million for the Minneapolis stations, WFRV-TV Green Bay, Wis.; a regional cable sports network and some microwave facilities.

As part of its settlement with the NAACP, CBS agreed to work with the NAACP to incorporate an aggressive minority recruitment program for WLTE and strive to find a minority buyer for KLOU. CBS also agreed to pay NAACP $25,000 to cover legal expenses. "Everyone comes out a big winner in this case," said David Honig, counsel for NAACP.

CBS will also reimburse TRAC $25,000 for its expenses.

Still standing in the way of the deal: a third petition to deny filed by a permittee for an unbuilt UHF station, which is seeking access owned by Midwest and the licensees of the two other Minneapolis VHF stations.

tions Inc., licensee of WWSD(AM)-WFHT(FM) Quincy, Fla.; he is son of Ragan A. Henry, creator of Henry Family Trust and sole shareholder of US Radio, licensee of five AM's and seven FM's. Ragan Henry also heads Ragan Henry Broadcast Group. WKNF-FM has oldies format on 94.3 mhz with 1.82 kw and antenna 395 feet above average terrain. *Broker: Sailors & Associates.*

WGGO(AM)-WQRT(FM) Salamanca, N.Y. □ Sold by Altair Communications Inc. to Southern Tier Broadcasting Corp. for $709,000. Terms: $505,000 cash at closing and $204,000 five-year noncompete covenant. **Seller** is headed by Gary L. and Theresa J. Livingston, and has no other broadcast interests. **Buyer** is headed by David K. Cahn (33.3%), and has no other broadcast interests. WGGO has AC, oldies format on 1590 khz with 5 kw day. WQRT has 98.3 mhz with 1.6 kw and antenna 430 feet above average terrain.

KKON(AM)-KOAS(FM) Kealakekua, Hawaii □ Sold by Thomas M. Jones, receiver, to Visionary Related Entertainment Inc. for $405,000. Terms: $165,000 cash at closing; $10,000 escrow deposit and $230,000 promissory note at 9.5% for one year, principal due in eight years. **Seller** has no other broadcast interests. **Buyer** is headed by John Detz, and is licensee of KAOI-AM-FM Kihei-Wailuku, Hawaii. KKON is fulltimer with AC format on 790 khz with 5 kw. KOAS has light rock format on 92.1 mhz with 3 kw and antenna 2,052 feet above average terrain.

KKCY(FM) Colusa (Marysville-Yuba City), Calif. Sold by Monument Media Inc. to Phoenix Broadcasting Inc. for $390,000. **Seller** is headed by Mark Guidotti, and has no other broadcast interests. **Buyer** is headed by Gary Katz, and also owns KCEZ(FM) Corning (Chico/Redding), Calif. *Broker: William A. Exline Inc.*

WCKL(AM)-WQKZ(FM) Catskill, N.Y. □ Sold by Catskill Communications Inc. to Straus Communications in the Hudson Valley Inc. for $335,000 cash. **Seller** is headed by Felisa Vanoff, and has no other broadcast interests. **Buyer** is headed by Eric P. Straus (75%). Vice President R. Peter Straus (25%) is sole shareholder of Straus Communications in New York Inc., general partner in Straus Communications, licensee of WELV(AM)-WWWK(FM) Ellenville, N.Y., and is 29% shareholder of Straus Communications in Virginia Inc., licensee of WFTR-AM-FM Front Royal, Va. WCKL has AC format on 560 khz with 1 kw day. WQKZ has top 40 format on 98.5 mhz with 2.1 kw and antenna 393 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$223,500** □ **2**

FM's □ **$9,994,900** □ **9**

AM-FM's □ **$17,391,500** □ **6**

TV's □ **$0** □ **0**

Total □ **$27,609,900** □ **17**

Year to Date:

AM's □ **$69,850,999** □ **237**

FM's □ **$197,497,608** □ **248**

AM-FM's □ **$292,916,074** □ **181**

TV's □ **$926,854,400** □ **69**

Total □ **$1,487,119,081** □ **735**

For 1990 total see Jan. 7, 1991 BROADCASTING

SOLD!

KGRX-FM, Phoenix (Globe), Arizona has been sold by **Daytona Group of Arizona, Inc.,** Norman S. Drubner, Principal to **G.G. International, LTD.,** Phil Glass, President.

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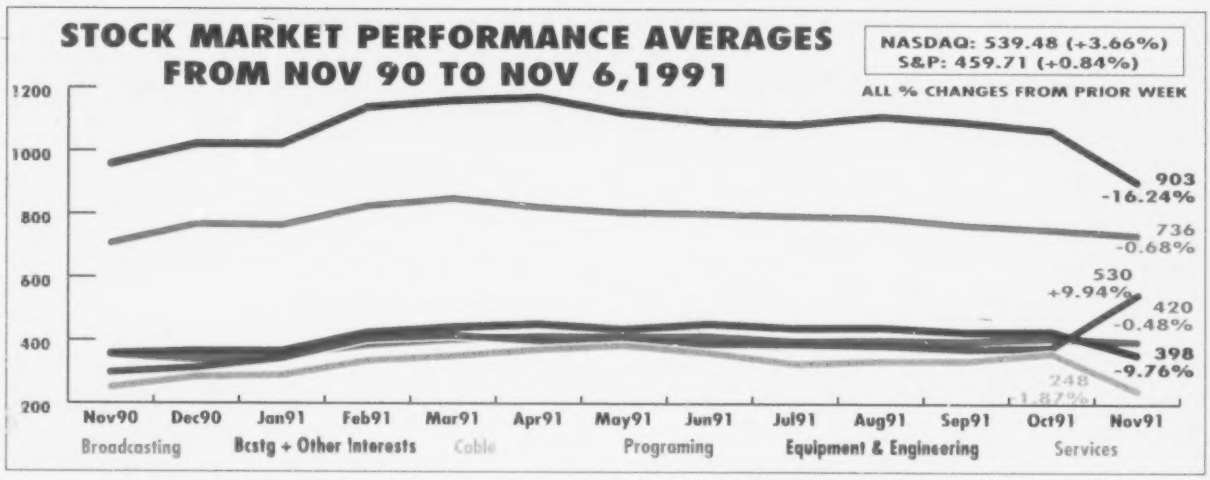
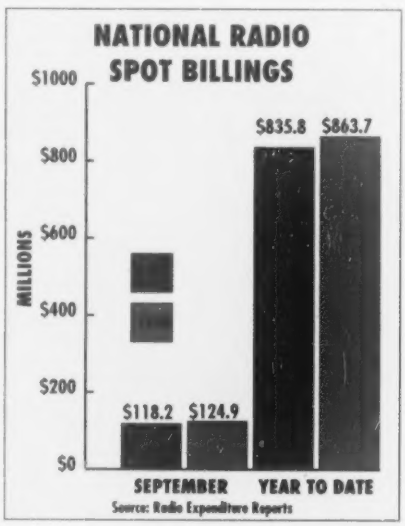
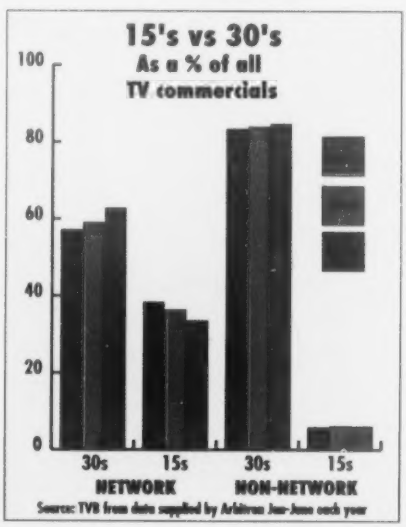
Broadcasting's By The Numbers







SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	11,024	1,555	12,579
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
■ Total TV	1,488	200	1,688
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
■ Total LPTV	968	943	1,911
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen, NCTA and Broadcasting's own research.